



NEWS & VIEWS

SBA News and Views is a monthly publication of the SBA Wisconsin District Office. Its purpose is to provide Wisconsin lenders and small business leaders with up-to-date information on SBA programs and small business issues. It is distributed at no cost, and the reprinting of articles is encouraged

Serving America's Small Businesses

U.S. Small Business Administration Wisconsin District Office

Eric Ness, District Director
September 2004

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SBA Home Page
<http://www.sba.gov>

Wisconsin SBA Home Page
<http://www.sba.gov/wi>

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Online Application for SBA's 8(a) Program

On September 10, 2004, the SBA unveiled a new electronic online application that will make it easier, faster and less expensive for small companies to apply for 8(a) Business Development and Small Disadvantaged Business certification directly from SBA's Web site.

"The newly launched 8(a) on-line application will allow small businesses to apply for 8(a) and SDB certification directly from the SBA's Web site, and ensure more small businesses are able to successfully compete for federal contracting opportunities," SBA Administrator Hector V. Barreto said. "This user-friendly application represents another accomplishment of this Administration in developing e-Gov tools that make access to information less cumbersome for small business."

The new automated application was developed by an 8(a) firm, Simplicity, Inc. in conjunction with the SBA's Office of Government Contracting and Business Development. It employs decision logic to screen applications allowing the SBA to review and process applications more efficiently and provide improved customer service.

The application is 100 percent Web-based, allowing applicants to apply without downloading any

software or plug-ins, replacing a four-page written application that required substantial supporting documentation. The online application incorporates features including context sensitive help, real-time validation, printer-ready versions and integrates with the Central Contractor Registry (CCR).

For more information, visit the SBA Web site a www.sba.gov.

Centralized Processing for 504 Loans

The U.S. Small Business Administration efforts to streamline its loan processing operations by centralizing the task in a single center have been a major success, allowing the agency to commit more of its employees in its field office network to working directly with small business clients across the country, SBA Administrator Hector V. Barreto said.

The centralization of processing functions for the Certified Development Company, or 504, loan program, began as a pilot 17 months ago in Sacramento, allows the agency to process more loans with fewer staff in less time.

As of August 31, the 504 Sacramento Processing Center has processed more than 3,284 loans applications and approved more than \$1 billion, with an average processing time of about two days, easily surpassing the original goal of six days.

“Consistency, an improved process and higher efficiency are at the core of the 504 Sacramento Processing Center,” said Barreto. “Prior to opening the Sacramento center, we had more than 70 staffers processing 504 loans in field offices nationwide. Now we do an even better job with only 15 employees. This improved efficiency has allowed us to free up district-office resources and personnel to increase assistance to a greater number of small businesses, and it has allowed more district office staffers to focus on marketing and outreach.

The effort began in March 2003 as a pilot program aimed at achieving higher efficiency in processing 504 loan applications by centralizing the processing operations of three district offices. In light of its initial success, the SBA has added the processing work from 80 district and branch offices to the 504 processing center over the past three months. The last eight district and branch offices are expected to be centralized by September.

The success of the 504 Sacramento Processing Center has been such that the National Association of Development Companies, the 504 trade association, has expressed strong support for the centralization effort. The 504 loan program is experiencing a record-breaking year for loan volume, with 7,449 small business loans worth \$3.57 billion approved so far in the current fiscal year.

New Overtime Rules Simplify Regulations

New overtime rules issued by the U.S. Department of Labor,

effective August 23, 2004, simplify regulations for small businesses.

“One of the pillars of President Bush’s small business agenda is to reduce regulatory barriers for small businesses,” said SBA Administrator Hector V. Barreto. “Previous rules had not been updated in decades, causing confusion and litigation for these entrepreneurs. These new rules will make it easier for small businesses to comply with overtime regulation.”

The new rules guarantee overtime protection to 6.7 million workers earning \$23,600 per year or less. About 1.3 million salaried white collar workers will gain up to \$375 million in additional earnings per year. Another 5.4 million salaried workers will get a guarantee of overtime rights.

“With these new rules, small business employers will have more clarity should they decide to hire more employees without the fear of additional litigation,” added Barreto. “Now, both employees and employers will have ironclad protections. This is very positive for small businesses in the long term.”

For additional details on the new overtime rules, please visit www.dol.gov.

Wednesday is Ready Talk Day

SBA’s internet training program, Ready Talk, is being expanded. Starting Wednesday, September 15th, the SBA Wisconsin District office will add a second time slot to the Ready Talk series. The

current 9:00 a.m. time slot has been well received and we would like to expand on this success. The last SBAExpress session was attended by over forty people.

With close to seventy SBAExpress lenders already signed up, we will need the additional time to train these new SBAExpress lenders.

Due to the growth of the SBAExpress program, the 11:00 slot will be reserved for SBAExpress training through September 29th. We will be providing training on other topics starting in October. We are considering a session on packaging regular 7(a) loans and on the sale of a business.

We are looking for suggestions on other topics that would be of interest. Comments on our Ready Talk efforts would also be appreciated. Please contact Tony Wagner at (608) 441-5515 or anton.wagner@sba.gov with any suggestions or comments.

National Science Foundation

In October, NSF (National Science Foundation) will be soliciting for manufacturing innovations. If you know of any businesses that could benefit from a grant to innovate their manufacturing process, can demonstrate the expertise, and is willing to complete an application, you may want to advise them of this opportunity. If you would like more information, please go to NSF’s web site www.nsf.gov or contact Tony Wagner at 608-441-5515.

A Phase I Award (Feasibility Stage) is generally for up to \$100,000. A Phase II Award

(Development of a Prototype) is generally for up to \$750,000. These are federal grants directly to the small business and have no repayment even if the research has unfavorable results. If the research results in new technology the business receives the full benefit of the technology developed.

The solicitations can be very specific, require the business to demonstrate a high level of expertise, and require a significant investment of time to complete the application. Success rates vary but generally fall in the 15 to 50 percent range.

Tips for Business Success

SBA Small Business Winner, Omni Tech Offers Tips for Success

BUSINESS PLAN

Having a good business plan is essential for success. You would not get into your car and just start riding around without knowing where you are going. You refer to a road map whether it is in your head (for easy repeat trips) or on a paper map (for unknown routes). They why would you run your business without knowing where you are going? A lot of businesses don't go anywhere because the head of the company couldn't get him/herself to think about where they wanted to go with the business. It takes a lot to think about unknown future and where you want your business to go, but successful companies must do it.

RIGHT AMOUNT OF EGO

The right amount of ego from the person running the company is very important. Ego is an

important element for top management to have. You must have enough ego to believe in yourself but, too much ego leads to arrogance which turns people off.

People with too much ego are targets from those who would like to see that ego deflated. Business is tough enough without fighting those around you who would like to see you fail. Proper ego will find people trying to help you in your business because they want to see you succeed. They see you as a good team player and coupled with other attributes, want to be your business friend.

WIN-WIN PHILOSOPHY

The win-win philosophy allows you to look at situations and figure out how you can win while all the other players on your team also win. It is a matter of looking at the whole situation and, like a chess game, make the right move that allows all the players to come out winners. This makes all the players want to play your game. It makes the next situation easy for you to win over all the players to your point of view since they start to trust you and believe you have their best interests in mind. People want to be on a winning team. When they see themselves as winners, they are eager participants.

When you continue to play in the same market with the same players, it makes everybody's life easier if you win them over at the start of a relationship. Try hard to find that first win. It might be the hardest since the players might be new to each other, but the rewards are worth it.

National Hispanic Heritage Month

Hispanic Heritage Month recognizes and honors the achievements of Americans who trace their roots to Spain, Mexico, the countries of Central and South America, and the islands of the Caribbean. Celebrated each year from September 15 to October 15 and established by an Act of Congress, it is a time to reflect on the individual and collective accomplishments of the 39.9 million women and men that now constitute America's largest minority group.

The SBA shares a commitment to minority business development and continues to support Hispanic business expansion efforts. To provide more effective service to small businesses, the Agency has added regular live Web chats to the SBA's Spanish language portal. During these chats, invited experts answer questions from the public on small business topics. The SBA Spanish language portal, established in 2002, is located at www.negocios.gov and contains information on the SBA's programs and services plus many resources for aspiring entrepreneurs. Since its launch, the portal has been enhanced with the addition of a series of online courses titled, "My Own Business."

SBA Lending for August 2004

Abby Bank

Abbotsford – 1 Loan for \$80,000

Amcore Bank NA Rockford

Rockford, IL – 7 Loans for
\$2,222,900

Verona – 1 Loan for \$80,000

Total: 8 Loans for \$2,302,900

American National Bank

Fox Cities

Appleton – 2 Loans for \$269,000

Associated Bank NA

Green Bay – 26 Loans for
\$3,254,900

Bank Mutual

Milwaukee – 2 Loans for \$117,000

Bank of Luxemburg

Luxemburg – 2 Loans for
\$810,000

Bank One NA

Columbus, OH

2 Loans for \$151,000

Chicago, IL – 1 Loan for \$100,000

Total: 3 Loans for \$251,000

Baylake Bank

Sturgeon Bay – 2 Loans for
\$550,000

BLC Community Bank

Little Chute – 3 Loans for
\$471,000

Capital One Federal Savings Bank

Falls Church, VA

15 Loans for \$535,000

CIT Small Business Lending Corp.

Morristown, NJ

1 Loan for \$320,000

Citizens Bank of Mukwonago

Mukwonago – 1 Loan for \$60,000

Community Bank & Trust

Sheboygan – 12 Loans for
\$8,262,000

Community First CU

Appleton – 1 Loan for \$150,000

Coop Credit Union

Black River Falls

1 Loan for \$226,000

Cornerstone Community Bank

Grafton – 1 Loan for \$120,000

Covantage Credit Union

Antigo – 1 Loan for \$37,500

F&M Bank-Wisconsin

Kaukauna – 5 Loans for \$802,900

First Citizens State Bank of Whitewater

Whitewater – 2 Loans for
\$275,000

First National Bank in Manitowoc

Manitowoc – 1 Loan for \$178,400

First National Bank of Barron

Rice Lake – 1 Loan for \$44,000

First National Bank

Fox Valley

Menasha – 3 Loans for \$665,000

First State Bank

New London – 1 Loan for
\$310,500

Great Lakes Asset Corp.

Green Bay – 1 Loan for \$542,000

Hometown Bank

Saint Cloud – 2 Loans for
\$325,000

Intercity State Bank

Schofield – 1 Loan for \$120,000

Landmark Community Bank

Ramsey, MN

1 Loan for \$75,000

Isanti, MN – 1 Loan for \$25,000

Total: 2 Loans for \$100,000

Legacy Bank

Milwaukee – 2 Loans for \$239,000

M&I Marshall & Ilsley Bank

Milwaukee – 26 Loans for

\$6,462,000

Milwaukee Economic Development Corp.

Milwaukee – 1 Loan for \$370,000

Milwaukee Western Bank

Milwaukee – 1 Loan for \$416,000

Monona State Bank

Monona – 1 Loan for \$99,000

National Exchange Bank & Trust

Fond du Lac – 1 Loan for

\$1,224,000

Oak Bank

Fitchburg – 1 Loan for \$321,500

Oklahoma National Bank & Trust Co.

Tulsa, OK – 1 Loan for \$150,000

Park Bank

La Crosse -3 Loans for \$343,000

Holmen – 1 Loan for \$530,000

Total: 4 Loans for \$873,000

Peoples State Bank

Prairie du Chien

1 loan for \$50,000

River valley State Bank

Eagle River – 1 Loan for \$94,500

State Bank of Chilton

Chilton – 5 Loans for \$4,370,701

State Bank of Cross Plains

Cross Plains – 1 Loan for \$463,000

Stearns Bank NA

St. Cloud, MN
2 Loans for \$443,800

Temecula Valley Bank NA

Temecula – 1 Loan for \$560,000

The Park Bank

Madison – 1 Loan for \$254,000

Town Bank

Madison – 1 Loan for \$500,000

Union Bank of Blair

Blair – 1 Loan for \$120,000

United Bank

Osseo – 1 Loan for \$55,000

US Bank NA.

Cincinnati, OH
6 Loans for \$1,441,000

Waukesha State Bank

Waukesha – 4 Loans for \$450,000

Wells Fargo Bank NA

San Jose, CA
1 Loan for \$25,000

Wisconsin Business

Development Finance Corp.

Monona – 11 Loans for \$5,460,000

Wisconsin Community Bank

Cottage Grove – 1 Loan for \$451,300

**CONTACT
INFORMATION FOR
LENDERS**

www.sba.gov/wi/wilenderinfo.pdf

**Microlenders for
August 2004**

**Lincoln Neighborhood
Redevelopment Corp.**

1 Loan for \$30,000

**Wisconsin Women's Business
Initiative Corp.**

1 Loan for \$15,000

EDITOR'S NOTE

There was a mix-up on loan numbers in our system for Microlender Wisconsin Women's Business Initiative Corp. between 10/1/03 and 7/31/04. The microloans for that period of time are: 24 Loans for \$340,356

Calendar of Events

Take a small business class, attend a business financing seminar, want to sell your product or service to the government? Take online classes.



SBAExpress Training - For Lenders Only

Three Training Classes Scheduled for: September 15th, 22nd & 29th

The Wisconsin District Office is offering training on SBAExpress for lenders, the fastest growing program for SBA, nation-wide and in Wisconsin. **NO COST** to participate

WHEN: September 15th, 22nd and 29th – Starting at 11:00 a.m.
Presented by Tony Wagner, Commercial Loan Specialist, Wisconsin SBA






HOW: To reach the audio portion of the training, call toll-free
(866) 740-1260 and enter the access code 3056302, then the # key

To log into the Internet portion, go to <http://www.readytalk.com>.
Click on “Join a Conference” and enter the same access code 3056302.

*For first time participants using ReadyTalk, test your website browser compatibility prior to the call by going to <http://www.readytalk.com/test.html>.

If you only have access to a telephone, you will still be able to participate with just the audio portion. If you only have access to the internet and do not call in, you will not hear the audio portion of the program.

In FY 2003, ending September 30, 2003, SBAExpress loans accounted for 30% of Wisconsin’s SBA loan guarantees, so far in FY 2004, SBAExpress loans have accounted for 36% of Wisconsin’s SBA loan guarantees.

-  **Fast turn around time – answer in 36 hours**
-  **Use your own documents**
-  **It’s the Lenders credit decision**
-  **Guaranty is 50%...instead of 75 to 85% under normal 7(a) program**
-  **Interest rates can be higher**

Training is provided via internet and telephone. Call Tony Wagner (608) 441-5515 or email him at anton.wagner@sba.gov for any questions.

WISCONSIN SMALL BUSINESS ADMINISTRATION

www.sba.gov/wi

740 Regent Street, Suite 100, Madison, Wisconsin 53715 608/441-5263 FAX 608/441-5541
310 W. Wisconsin Avenue, Room 400, Milwaukee, Wisconsin 53203 414/297-3941 FAX 414/297-1377

2005 SBA SMALL BUSINESS AWARD NOMINATION

Help us recognize outstanding leaders in the small business community

AWARD CATEGORIES

Please check one or more potential categories:

- ☐ **Small Business Person of the Year:** For developing an outstanding, growing business; innovative product(s), increasing jobs, increasing sales, overcoming adversity, and community contributions.
- ☐ **Small Business Exporter of the Year:** Significantly increased export sales and profits, encouraging other firms to export, increased jobs through exports, and innovative methods of creating markets.
- ☐ **SBA Young Entrepreneur of the Year:** Owner will not reach 30th birthday by June 1, 2002, three-year evidence of success in sales and profits, increased jobs, innovative products, demonstrated potential.
- ☐ **Entrepreneurial Success Award:** Must own and operate a business that was launched "small" by SBA size standards, received SBA assistance and has since grown into a large business.
- ☐ **Minority Small Business Person of the Year;** for developing an outstanding, growing business, innovative products, overcoming adversity and community contributions.
- ☐ **Emerging Small Business Person** (Wisconsin Award only) For developing an outstanding business with under 25 employees, under \$2.5 million in sales and less than 10 years in business

Small Business Advocates of the Year: Those who promote small business, including volunteering time and services to small business interests and groups, advocating the cause of small business in the legislative process. Advocates may or may not be small business owners.

- | | |
|---|--|
| <input type="checkbox"/> Minority Small Business Advocate of the Year | <input type="checkbox"/> Women in Business Advocate of the Year |
| <input type="checkbox"/> Veteran Small Business Advocate of the Year | <input type="checkbox"/> Small Business Journalist of the Year |
| <input type="checkbox"/> Small Business Legal Assistance WI award | <input type="checkbox"/> Family-Owned Small Business |
| <input type="checkbox"/> Financial Services Advocate (Accountant advocate merged with this category) | |
| <input type="checkbox"/> Home Based Business Advocate of the Year – Those who have sought to improve the climate for home based businesses | |

NOMINEE INFORMATION

I nominate _____ Title _____
 Company/Organization _____ Address _____
 City _____ Zip _____ Phone _____ Fax _____

Nominee's Qualifications for this Award—give a short description (please attach brief statement on why this business/advocate should be considered:

When nominating a business owner please complete the following: Is the company operating profitably _____
 # of years in business _____ # of employees _____ annual sales \$ _____ SIC/NAICS code _____

NOMINATOR'S INFORMATION:

Nominator Name _____ Title _____
 Organization _____
 Address _____
 City _____ Zip _____ Phone _____ Fax _____

Reply by **OCTOBER 1, 2004**

mail (or fax 414-297-1377) this form to:
 Small Business Awards Committee, U.S. Small Business Administration
 310 West Wisconsin Avenue, Suite 400
 Milwaukee, WI 53203

For more information, please contact: (414) 297-1093 or www.sba.gov/wi/wi05awards.html . Self-nominations accepted. This form may be duplicated. **For further consideration, a nomination binder with detailed materials will be requested.** SBA will contact the nominator with details. Thanks for your support!

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